



MANAGING COMMUNICATIONS

Susan Long-Molnar
assists businesses
to increase sales,
retain their clients,
and engage their
employees.

What Clients Have Said...

Susan helped us work through some communication issues in our office a few years back, and I continue gleaning from her expertise. More recently I've taken her Strategic Marketing seminar and was very impressed with her understanding of the current economic situation and very pleased with the practical suggestions she gave. The seminar was very interactive and productive on oh so many levels, including networking, brainstorming, and implementation. I highly recommend Susan and encourage anyone looking to get a good handle on marketing to attend any upcoming seminars.

Georgie Marquez-Andre, AIA

VP at Andre + Marquez Architects, Inc.

Gainesville Regional Utilities recognized a need to improve internal communications, specifically from supervisors to their staff, regarding corporate-level goals and objectives. We were impressed by Susan Long-Molnar's experience, understanding of our needs, and especially in her flexibility in tailoring her course to meet our needs. Susan is very effective at communicating core concepts and knows how to manage a group dynamic to keep the employees focused. She easily grasped the complex issues of a multi-service utility. Surveys of the attendees revealed that they found the experience to be valuable ...

Dan Jesse, Retired GRU Corporate Communications

Gainesville, Florida

Susan is an excellent source for consulting on marketing for businesses. She helped us create a brand for our firm and assisted our associates develop their marketing skills. She was also very instrumental in providing us with business marketing contacts, with increasing our visibility in the business community and providing constructive critiques of our marketing material.

Nell Green, CPA, CVA

Asst Vice President at Jones CPA Group, P.C.

Welcome to

Creating You as a Brand

8:45-10:15 May 17, Shanandoah B

You will

- Understand how your brand develops organically
- Learn the key elements which impact your brand
- Identify areas of strength and weakness with tips for strategically developing your brand
- Develop key communications skills for building your brand
- Learn techniques for projecting your brand as a positive connection to your organization.

You can download the PowerPoint from our website at: www.managingcommunications.com

Susan Long-Molnar is an industry leading consultant, strategist, trainer and presenter in communications, marketing and PR. After an eleven year jaunt in corporate communications management for regional operations of Sentara, Cox Communications, and USAA, she founded Managing Communications in 2002. She has served clients growing their footprint in Virginia and beyond and has presented or conducted training regionally and nationally for a wide-range of industry associations.

Her motto is simply...**Let's Talk the Walk!**

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Why is your personal brand important to you?

- *Win more volunteers, donors, clients for your organization to increase sales and increase your earnings*
- *Develop better relations to make your organization more efficient*
- *Grow your professional network so you open more professional opportunities*
- *Find a better job so you can earn more money and be happy to go to work every day*
- *Build online communities to further increase professional opportunities*
- *Lay the foundation for future success; however you define it*

How might your personal brand be important to your team?

Name three people who know you well. What words would they used to describe you.

1.

2.

3.

Activity During Session:

Managing Communications: Values Worksheet

What Values are Important to You?

Analyze Your Own Values

Pick ten values that are most important to you.

- | | |
|---|---|
| <input type="checkbox"/> Kindness | <input type="checkbox"/> Focus |
| <input type="checkbox"/> Courage | <input type="checkbox"/> Honesty |
| <input type="checkbox"/> Competence | <input type="checkbox"/> Patience |
| <input type="checkbox"/> Assertiveness | <input type="checkbox"/> Stability |
| <input type="checkbox"/> Fairness | <input type="checkbox"/> Resolution |
| <input type="checkbox"/> Loyalty | <input type="checkbox"/> Self-Confidence |
| <input type="checkbox"/> Optimism | <input type="checkbox"/> Decisiveness |
| <input type="checkbox"/> Accountability | <input type="checkbox"/> Risk Taking |
| <input type="checkbox"/> Altruism | <input type="checkbox"/> Possibility |
| <input type="checkbox"/> Power | <input type="checkbox"/> Awe |
| <input type="checkbox"/> Authority | <input type="checkbox"/> Independence |
| <input type="checkbox"/> Balance | <input type="checkbox"/> Passion |
| <input type="checkbox"/> Integrity | <input type="checkbox"/> Efficiency |
| <input type="checkbox"/> Faith | <input type="checkbox"/> Safety |
| <input type="checkbox"/> Vision | <input type="checkbox"/> Education |
| <input type="checkbox"/> Fun | <input type="checkbox"/> Flexibility |
| <input type="checkbox"/> Discipline | <input type="checkbox"/> Environmental Care |
| <input type="checkbox"/> Creativity | |

Other: _____

NOTES and OBSERVATIONS:

My Personal Brand Goals for the Remainder of 2017!

Identify three personal brand goals during this training session which you will commit to work on for the rest of the year. These are not your formal goals but additional goals for your develop as a key person in your organization and in control of your brand! Before you leave today, select another person in your organization for whom you will commit to communicate your progress with, and they will do the same with you. Basically, you will be a coach for each other!



State your Vision for Your Personal Brand:

Ideas for Goals:

Commit to research and evaluation each month how my brand is being perceived.

Prioritize goals in relation to your vision.

Determine three new strategies to support your brand which you would like to implement.

Identify what strengths you have which you would like to further development.

Identify and work one or two weaknesses you have which could impact your personal brand.

Research and plan additional training you would like to pursue to support your brand.

Goal #1

Goal #2

Goal #3

Identify specific objectives, strategies, timelines and measurements for your goals. Ask...

What tools or additional resources will you need?

How will you measure your success?

What will you need to do differently to fulfill your goal?

Notes: